



A MCGRAW-HILL PUBLICATION • 330 WEST 42ND STREET . . . NEW YORK 36, N.Y.

* * * * *

* Your Courtesy Card Reservation *

* No. 221 *

* Brings as an Introductory Gift *

* Business Week's Handsome New *

* "EXECUTIVE PORTFOLIO" *

* with 15 Timely and Exclusive *

* Reports on Major Business *

* Opportunities & Problems of Today *

* * * * *

Dear Mr. Dulles:

This letter is addressed to you personally because your name is on a list which we are assured is made up of men with positions of responsibility in business and industry -- the men Business Week is designed to serve.

As a demonstration of how BW serves the needs of the man who must depend upon timely business information for far-sighted planning, we have reserved for you a complimentary copy of our handsome new

EXECUTIVE PORTFOLIO
(1958 Edition)

embossed with your name in gold on the cover

This Portfolio represents thousands of editorial manhours in compiling special reports that offer you a wealth of current information on business problems -- a typical example of what makes BW so much more valuable than ordinary magazines.

Because Business Week subscriptions are solicited only from business readers, our editors are able to devote all their space to your specialized interests.

These restrictions also mean that BW attracts advertising revenue which enables us to foot the bills for much more extensive and intensive coverage on the world of business than is possible for general magazines.

The 15 fine reports in our new Executive Portfolio are typical of what such resources produce. They are yours as a gift with a year's trial subscription.

- | | |
|--|--|
| 1. Labor Violence & Corruption | 8. Borrowers' Guide in Time of Tight Money |
| 2. The New Europe | 9. Selling to an Age of Plenty |
| 3. New U. S. Fighting Machine | 10. America's Spending Money |
| 4. New Shortage of Brainpower | 11. The New World of Research |
| 5. Railroads: Present & Future | 12. Electricity from the Atom |
| 6. Jet Planes Make Over Airlines | 13. Automation: What It Means |
| 7. The Long Reach of TV | 14. Canada's Booming Economy |
| 15. Business Forecasting: More Science, Less Guesswork | |

These reports make fascinating reading. They give you the "inside" story on what each of these timely subjects is all about -- with the help of plenty of informative charts, photos, etc. And they come to you in a handsome durable looseleaf binder. The Portfolio is the kind of book you'll be proud to own.

Incidentally, to make sure the friend who borrows your Portfolio doesn't forget

to return it, we will be glad to emboss your name on the cover.*

Executive reports like these keep coming in your issues of BW a dozen times a year. Yet they are only one of many, many features our versatile, high-g geared editorial team offers you -- the weekly yellow-page services, for example:

FIGURES OF THE WEEK: The top picture of U. S. business in tables and chart
BUSINESS OUTLOOK: Long-sighted run down of the business outlook at press time
WASHINGTON OUTLOOK: What's brewing in government of concern to business
INTERNATIONAL BUSINESS: Late news reports from business observers abroad
THE TREND: Timely editorial counsel on issues and key news in the making
PERSONAL BUSINESS: Tips on taxes, insurance, health, hobbies, etc., etc.

These yellow-page services are perforated for detaching and filing because so many of our readers find them worth saving for future reference.

In addition to all this: BW keeps you up-to-date on a host of other subjects such as: New Products; New Enterprises; Personalities in the News; The Markets; New Methods of Production, Marketing, Retailing, Banking & Credit; New Research & Technology; Local & Regional Business; Labor; Etc.; Etc.

If Business Week cost four times its present low subscription fee, it would still be your one best "buy" in business magazines. It will repay you richly --

in good hours saved by getting All your business news in ONE fast-reading weekly
in good dollars saved that you won't need to spend on other news publications
in new enjoyment you'll get from business reading in BW's stimulating pages
in more profitable business strategy based on more timely adequate information

The whole wide-ranging BW team and publishing resources of BW go to work for your profit and enjoyment when you invest a modest \$6 in a year's trial subscription (even less at our special three year rate). ... And don't forget --

The big attractive 1958 Executive Portfolio comes as our welcoming gift.

Mail the Courtesy Card today, before you forget. You'll be mighty glad you did!

Cordially,



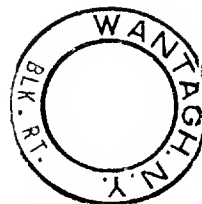
A. C. Kemble

ACK/15

*No Extra charge for embossing your name, if offer is accepted promptly.

JAN 28 9 11 AM '58

Mr. Allen W. Dulles
Central Intelligence Agency
Washington, D. C.



Approved For Release 2002/01/30 : CIA-RDP80B01676R003800110048-9

339 York Street
New York 36, N. Y.

Approved For Release 2002/01/30 : CIA-RDP80B01676R003800110048-9

Approved For Release 2002/01/30 : CIA-RDP80B01676R003800110048-9

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

BUSINESS REPLY ENVELOPE
NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

8 Cents Postage Will Be Paid By—
MCGRAW-HILL PUBLISHING CO., INC.

BUSINESS WEEK
330 WEST 42nd STREET
NEW YORK 36, N. Y.

FIRST CLASS
PERMIT No. 64
NEW YORK, N. Y.

VIA AIR MAIL

Approved For Release 2002/01/30 : CIA-RDP80B01676R003800110048-9

Executive Courtesy Card

Approved For Release 2002/01/30 : CIA-RDP80B01676R003800110048-9

Nº 221

The Publishers of BUSINESS WEEK are reserving for

MR. ALLEN W. DULLES

a GIFT copy of the new Executive Portfolio of 15 special reports on major business problems. It is bound in a handsome durable binder in loose leaf style and is offered with your new subscription to BUSINESS WEEK. Your name will be stamped in gold leaf as written on the reverse side of the card. Simply fill in the card, enclose it in the attached business reply envelope, and mail it — TODAY!

(SEE OVER)

Executive Courtesy Card

Approved For Release 2002/01/30 : CIA-RDP80B01676R003800110048-9

BUSINESS WEEK
330 West 42nd Street
New York 36, N. Y.

PLEASE PRINT NAME AS IT SHOULD APPEAR
IN GOLD. YOUR PORTFOLIO WILL BE SENT
PROMPTLY ON RECEIPT OF SUBSCRIPTION FEE.

Please do not
write in box.

*I accept your Invitation to receive the new Portfolio
of SPECIAL REPORTS ON MAJOR BUSINESS PROBLEMS as an
introductory gift with 52 issues of Business Week at \$6.*

☐ CHECK HERE IF YOU PREFER THREE YEARS AT \$12.
☐ Payment Enclosed ☐ Bill Firm at Address Below ☐ Bill Me at Address Below

BW
C

15 H

PLEASE PRINT

Name _____ Title _____
(COMPANY, TITLE, ETC. MUST BE FILLED IN TO INSURE ENTRY OF ORDER)*

Company _____

Street _____ City _____ Zone _____ State _____

Product & Business _____ Employees _____

Approved For Release 2002/01/30 : CIA-RDP80B01676R003800110048-9

Street _____ City _____ Zone _____ State _____

*Subscriptions accepted only from management men in business. Initials of the person accepting must be written in gold ink on this card.